

Note: This is a marked up excerpt of https://www.iab.com/wp-content/uploads/2017/11/IAB_Tech_Lab_Content_Taxonomy_V2_Final_2017-11.xlsx.
Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.



Content Taxonomy Mapping

IAB Tech Lab common license

Content Taxonomy version 2.0 final release November 2017

New Taxonomy ID	OLD RTB ID	OLD SUBJECT (v1)	New subject (v2)
	IAB14-3	Gay life	
	IAB25-5	Hate Content	
	IAB7-28	Incest/Abuse Support	
	IAB25-3	Pornography	
454	IAB23-2	Atheism/Agnosticism	Agnosticism
211	IAB8-5	Cocktails/Beer	Alcoholic Beverages
211	IAB8-18	Wine	Alcoholic Beverages
549	IAB17-4	Bodybuilding	Bodybuilding
312	IAB7-33	Orthopedics	Bone and Joint Conditions
458	IAB23-3	Buddhism	Buddhism
296	IAB7-24	Heart Disease	Heart and Cardiovascular Diseases
460	IAB23-6	Hinduism	Hinduism
461	IAB23-7	Islam	Islam
462	IAB23-8	Judaism	Judaism
301	IAB7-37	Psychology/Psychiatry	Mental Health
305	IAB6-7	Pregnancy	Pregnancy
307	IAB7-39	Sexuality	Sexual Health
309	IAB7-19	Dermatology	Skin and Dermatology
310	IAB7-40	Sleep Disorders	Sleep Disorders
237	IAB7-41	Smoking Cessation	Smoking Cessation
136	IAB5-14	Special Ed	Special Education
199	IAB6-8	Special Needs Kids	Special Needs Kids

311	IAB7-42	Substance Abuse	Substance Abuse
293	IAB7-43	Thyroid Disease	Thyroid Disorders
231	IAB7-44	Weight Loss	Weight Loss
301	IAB7-2	A.D.D.	Mental Health
297	IAB7-3	AIDS/HIV	Infectious Diseases
453	IAB23-1	Alternative Religions	Religion & Spirituality
214	IAB8-1	American Cuisine	World Cuisines
312	IAB7-6	Arthritis	Bone and Joint Conditions
300	IAB7-7	Asthma	Lung and Respiratory Health
301	IAB7-8	Autism/PDD	Mental Health
410	IAB13-1	Beginning Investing	Personal Investing
301	IAB7-9	Bipolar Disorder	Mental Health
465	IAB15-9	Botany	Biological Sciences
313	IAB7-10	Brain Tumor	Disorders
314	IAB7-11	Cancer	Cancer
459	IAB23-4	Catholicism	Christianity
306	IAB7-12	Cholesterol	Blood Disorders
313	IAB7-13	Chronic Fatigue Syndrome	Disorders
287	IAB7-14	Chronic pain	Diseases and Conditions
315	IAB7-15	Cold/Flu	Cold and Flu
289	IAB7-16	Deafness	Ear, Nose and Throat Conditions
301	IAB7-18	Depression	Mental health
290	IAB7-20	Diabetes	Endocrine and Metabolic Diseases
313	IAB7-21	Epilepsy	Disorders
318	IAB7-22	GERD/Acid Reflux	Digestive Disorders
313	IAB7-23	Headaches/Migraines	Disorders
318	IAB7-27	IBS/Crohn's Disease	Digestive Disorders
388	IAB11-1	Immigration	Political Issues
318	IAB7-29	Incontinence	Digestive Disorders
304	IAB7-30	Infertility	Infertility
459	IAB23-9	Latter-Day Saints	Christianity
453	IAB23-10	Pagan/Wiccan	Religion & Spirituality
301	IAB7-34	Panic/Anxiety Disorders	Mental Health
	IAB14-8	Ethnic Specific	
	IAB25-2	Extreme Graphic/Explicit Violence	
656	IAB20-2	Africa	Africa Travel
658	IAB20-4	Australia & NZ	Australia and Oceania Travel
190	IAB6-9	Eldercare	Eldercare
659	IAB20-14	Europe	Europe Travel
223	IAB7-35	Pediatrics	Healthy Living
223	IAB7-38	Senor Health	Healthy Living
234	IAB7-25	Herbs for Herbs	Herbs and Supplements

228	IAB7-31	Men's health	Men's Health
662	IAB20-23	South America	South America Travel
212	IAB8-16	Vegan	Vegan Diets
213	IAB8-17	Vegetarian	Vegetarian Diets
238	IAB7-45	Women's Health	Women's Health
660	IAB20-8	By US Locale	North America Travel
214	IAB8-3	Cajun/Creole	World Cuisines
660	IAB20-10	Canada	North America Travel
660	IAB20-11	Caribbean	North America Travel
214	IAB8-4	Chinese Cuisine	World Cuisines
659	IAB20-13	Eastern Europe	Europe Travel
659	IAB20-15	France	Europe Travel
214	IAB8-11	French Cuisine	World Cuisines
659	IAB20-16	Greece	Europe Travel
214	IAB8-13	Italian Cuisine	World Cuisines
659	IAB20-19	Italy	Europe Travel
657	IAB20-20	Japan	Asia Travel
214	IAB8-14	Japanese Cuisine	World Cuisines
379	IAB11	Law, Govt and Pol.	News and Politics
214	IAB8-15	Mexican Cuisine	World Cuisines
662	IAB20-21	Mexico & Central America	South America Travel
659	IAB20-27	United Kingdom	Europe Travel
	IAB26	Illegal Content	
	IAB26-1	Illegal Content	
189	IAB14-2	Divorce support	Divorce